

#### ABSTRACT OF THE DISCLOSURE

A thermally activating apparatus comprises a main body frame (1), a thermal head (4) for heating a sheet, a first head holding member (5a) for holding the thermal head from a back portion thereof, a platen roller (2) arranged in parallel with the thermal head and paper feeding means (8a through 8c) for transporting the sheet after having been heated by the thermal head, and a second head holding member (5b) having a first support shaft (6a) in parallel with the thermal head and the holding the first head holding member pivotably by the first support shaft, wherein the second head holding member is pivotably supported by a second support shaft (6b) arranged in parallel with the thermal head and transversely hung rotatably between side walls of the main body frame and the thermal head is constituted to be able to be proximate to and remote from the platen roller by constituting centers of rotation by two shafts of the first support shaft and the second support shaft.